

**THE CAMPAIGN FOR UC SAN DIEGO
BRAND GUIDELINES**
March 24, 2017

UNIVERSITY
OF
CALIFORNIA
SAN DIEGO

UC San Diego

DRAFT

THE CAMPAIGN FOR UC SAN DIEGO

AN INTRODUCTION

In launching the Campaign for UC San Diego, an ambitious, comprehensive \$2 billion fundraising effort, our goal was simple: secure the philanthropic resources necessary to drive innovation that advances society, expand the donor base, create a culture of philanthropy, and ultimately help solve the world's most pressing problems.

To accomplish this, we must consistently produce attention-grabbing, thought-provoking campaign communications that inspire people to give. Consider these guidelines your tool kit in achieving continuity across our various touch points. By applying consistent verbal and visual elements that demonstrate our unique approach to problem-solving, we can inspire transformative change.

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CAMPAIGN THEME

Continue the nontradition.

This playful verbal twist on a common phrase embodies just how uncommon we are here at the leading edge of the continent. Where other universities have a tradition, we have a nontradition. (After all, our very founding was an experiment.) Where most academics want to tackle issues, we want to make them one giant nonissue.

In a way, “non” is the glue of our campaign.

And where “non” could come off as divisive and negative, we flip that prefix on its head, in each creative instance finding a positive new way to approach, well, everything.

This is what will demonstrate our campus’s refreshingly unique way of looking at the world. And our curious approach to solving its problems.

Through a blend of bold, smart language; compelling photography; and eye-catching graphics, our communications will creatively push the boundaries of conventional fundraising campaigns—and inspire transformational giving.

In the following pages, you will learn when, where, and how to use these verbal and visual cues across all media.

With your help, we can continue the nontradition that is UC San Diego.

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Continue the
unipartisan

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CAMPAIGN COMMUNICATION RULES TO WRITE BY

VOICE PERSONALITY AND STYLE

Dare to pull the reader in.

Everything we write, from headlines to body copy, should be unexpected and engaging.

Be human.

We use the first-person tense whenever possible because our brand is an approachable, personal one.

Be relevant.

Maneuver around clichés or generalities. Every message should feel current and pertinent.

Be bold.

Don't be afraid to impress our audience. Write directly and confidently about the vision our students and faculty have for changing the world.

Be inquisitive.

We don't always have the answer, and that's a good thing. Our insatiable curiosity is what drives us to push boundaries in our ongoing pursuit of advancing humanity.

Be visionary.

We're changing the world. Let's communicate the impact a gift will make without coming off as too needy.

TO ATTITUDE AND DICTION

Be clever, not funny.

Our goal is to engage philanthropic partnerships and inspire transformative gifts. So let's dazzle our audience with our intellect, not our humor. And while the occasional wordplay can be good, let's avoid coming off as punny.

Be provocative.

Our messaging is meant to challenge and, therefore, empower and uplift people.

Be professional.

We're raising \$2 billion to drive innovation that will change the world. Let's look and sound the part, while keeping our personality firmly intact.

Stand for something.

But if it feels cold, unapproachable, snarky, or soft, it doesn't belong.

Embrace the non.

Our campaign is about the nontradition that is UC San Diego. We approach problem-solving nonconventionally. We push boundaries nonapologetically. We ask questions nonstop. And non, and non, and non, we write.

Courageous. Confident. Not conceited.

We're experimental by nature, and that takes courage. But our efforts are not self-serving. While we're proud of our work, we check our egos at the door.

CAMPAIGN SIGNATURE OVERVIEW

The name of this fundraising effort is the Campaign for UC San Diego. Below, you will find our campaign signature, a mark that is meant to be applied as a graphic identifier for the campus and university at large. In creating this signature, we've leveraged the equity of our UC San Diego logo and modified it for use in our Campaign. Throughout all campaign communications, this is your mark.



Campaign Signature Components

The campaign signature has three components: the campaign line, the UC San Diego logotype, and the rule line below the logotype.

- **Do not** change the typeface.
- **Do not** attach other graphic elements to the signature.
- **Do not** stretch or change the proportions of the signature.
- **Do not** rearrange or overlap components of the signature.
- **Do not** alter the weight of the signature.

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Logo Color

The official colors of the campaign signature are **PMS Cool Gray 9** for the campaign line, **PMS 2767** (blue) for the logotype, and **PMS 1245** (gold) for the rule. The signature can also appear as one color in either PMS 2767 or black. When using the logo over an image or dark background, the logo should be reversed to white.

- **Use only** specified colors.
- **Do not** reproduce the signature in solid gold or yellow.
- **Do not** tint the logo.
- **Do not** outline the logo.

PMS 2767
and 1245

The Campaign For
UC San Diego



Pantone Cool Gray 9
C30 M22 Y17 K57
R116 G118 B120
#747678

PMS 2767

The Campaign For
UC San Diego



Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49

Black

The Campaign For
UC San Diego



Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

White

The Campaign For
UC San Diego

CAMPAIGN SIGNATURE USAGE

Campaign Signature Size

The campaign line, logotype, and rule line must always maintain the same size ratio. The minimum size for the signature print is 1.25 inches wide. The preferred signature width for use on the front of the typical printed piece is 1.5 inches, but it will vary when used on especially small or large formats. The signature may appear smaller in secondary applications, as on the back of the piece.

All campaign-related websites must include the approved campaign signature. The minimum signature width for all web and digital applications is 150 pixels.

PRINT: 1.25" wide
WEB/DIGITAL: 150 px wide

The Campaign For
UC San Diego

Clear Space

The signature requires an appropriate amount of space around it. The clear space around the signature should be a minimum of one cap height (the height of the "U"). No text, graphics, or other elements should appear in this space.

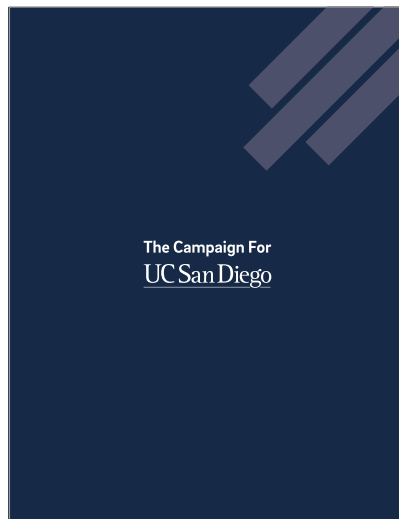
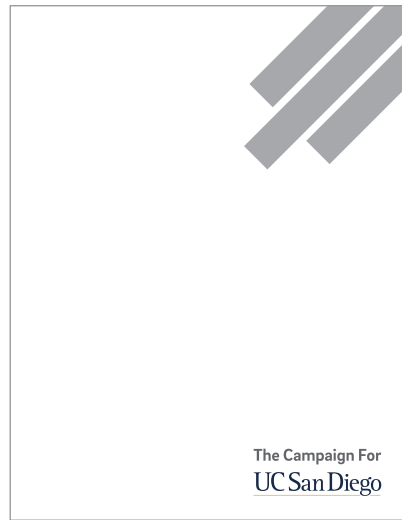
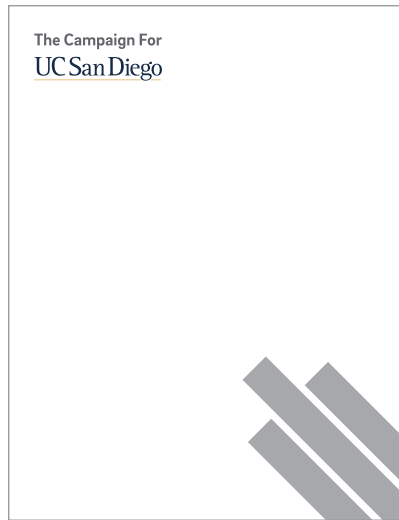


Questions? Contact Creative Services and Publications at ucpa-brand@ucsd.edu with any questions about applying the campaign signature on print collateral, websites, and products.

Campaign Signature Placement

For printed materials, the campaign signature should be placed in the upper-left or lower-right corner of the piece. It can also be centered both horizontally and vertically on the back of a printed piece.

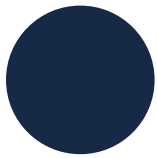
Print examples



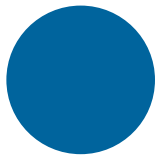
COLOR PALETTE

The Campaign for UC San Diego color palette uses a simplified selection of our campus brand colors. To place emphasis on certain “non” words, we can tint our select colors over similar colors or over white. Please refer to examples at right.

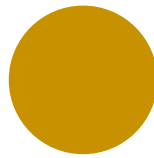
CORE COLORS



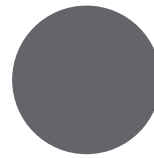
Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49



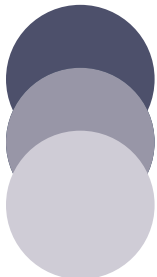
Pantone 3015
C100 M35 Y3 K21
R0 G106 B150
#006A96



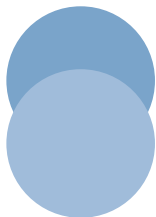
Pantone 1245
C6 M35 Y99 K18
R198 G146 B20
#C69214



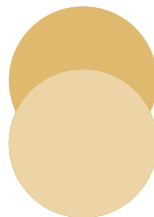
Pantone Cool Gray 9
C30 M22 Y17 K57
R116 G118 B120
#747678



Pantone 2767
70%, 35%, and 15%



Pantone 3015
50% and 35%



Pantone 1245
60% and 35%



Pantone Cool Gray 9
70% and 20%

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Pantone 2767
100% background
70% "non" word



Pantone 3015
50% background
35% "non" word



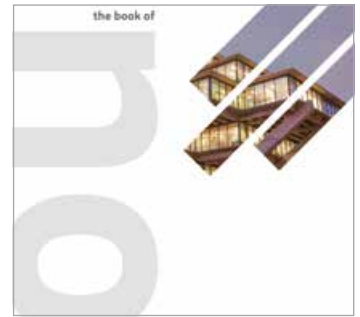
Pantone 1245
100% background
60% "non" word



Pantone Cool Gray 9
100% background
70% "non" word



Pantone Cool Gray 9
100% "Continue the" and "tradition"
20% "non" word



Pantone Cool Gray 9
100% "the book of"
20% "non" word

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TYPOGRAPHY

BRIX SANS

Brix Sans is our primary typeface for all campaign headlines.

Brix is available for purchase from myfonts.com. If you cannot obtain a license for Brix, Myriad (preferred) and Calibri are acceptable substitutes. Myriad is included with a license for Adobe Creative Cloud. Calibri is included with Microsoft Office.

Sample

Established 1960.

non
estab-
lished
every year after.

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Brix Sans Font Family

Brix Sans Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Brix Sans Extra Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

Brix Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Brix Sans Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

Brix Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Brix Sans Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

Brix Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Brix Sans Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

Brix Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+**

Brix Sans Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+***

Brix Sans Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+**

Brix Sans Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+***

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TYPOGRAPHY

MINION PRO

Minion Pro is our recommended font for all campaign body copy. It is both elegant and versatile.

Minion Pro is available in both text and display versions. In most cases, use the text version when setting body copy. Never use Minion Pro in headlines: A sans serif such as Brix Sans is more reflective of the campus.

Minion is included with a license for Adobe Creative Cloud. If you cannot obtain a license for Minion Pro, Cambria is an acceptable substitute. Cambria is included with Microsoft Office.

Sample

In our relatively short history, we've developed a heritage of pursuing the greater good in most unconventional fashion. How? By approaching complex issues with wholly unexpected solutions. Like using cell phone records to predict and prevent global conflict. And developing clean-burning cookstoves as a means of reversing global warming trends. Through a determined pursuit to spark truly groundbreaking change, UC San Diego has earned recognition by the *Washington Monthly* as the nation's top public university for positive impact for seven consecutive years.

Other noteworthy credentials include a top-15 ranking for research universities worldwide and being named one of America's top 10 public universities. How we've done it is hardly a secret: long before "collaboration" and "multidisciplinary" became academic buzzwords, we were not-so-quietly pioneering those actual practices. With faculty, researchers, and students, leaping forward in unison toward solutions in technology and health care that otherwise might have been missed. But not here, and not with our unorthodox approach.

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Minion Pro Font Family

Minion Pro Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Minion Pro Italic

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

Minion Pro Medium

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Minion Pro Medium Italic

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

Minion Pro Semibold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Minion Pro Semibold Italic

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

Minion Pro Bold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+

Minion Pro Bold Italic

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%^&*()-=_+*

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PHOTOGRAPHY

IMAGE STYLE

Nontraditional photography. For us, that means using imagery that's unexpectedly striking. For example, Geisel Library, the La Jolla Project, or a unique view of the world-class research we're doing.



PHOTOGRAPHY

COLOR TREATMENT

All of our photography should radiate warmth; we can't afford to come across as cold, impersonal academics in ivory towers. Also, adding warmth across all photography will give disparate images a cohesive look.

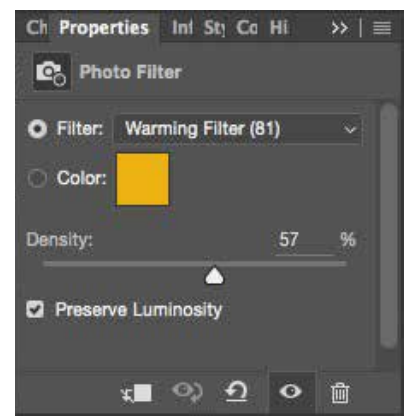


Original

Warmer

Photoshop Filter

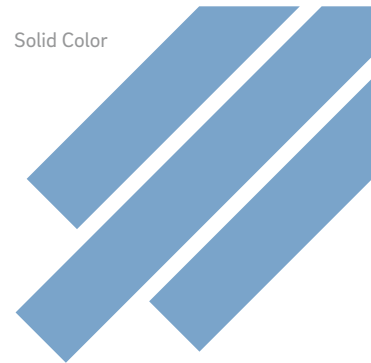
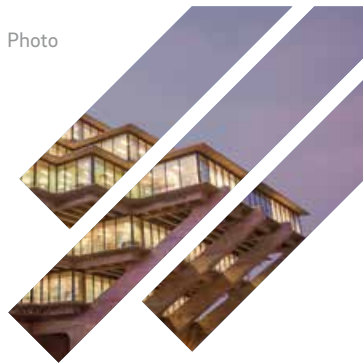
Create a new adjustment layer by choosing the photo filter. Set the filter to Warming Filter 81. Choose a density level of 57%. Make sure to check Preserve Luminosity.



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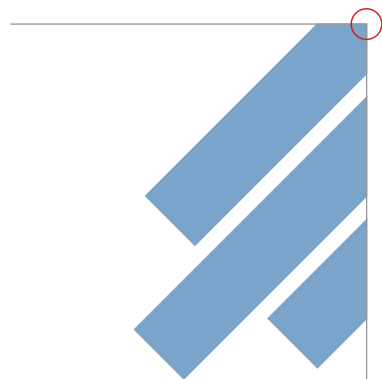
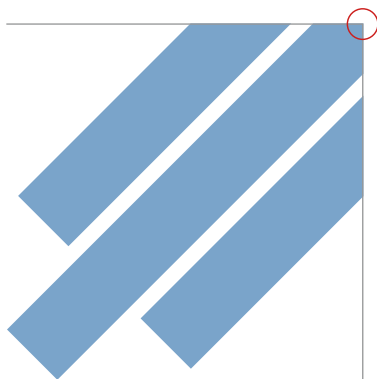
TRIDENT WINDOW

The UC San Diego trident can be used as a window to reveal various campus-related photography or as a solid color.



Placement

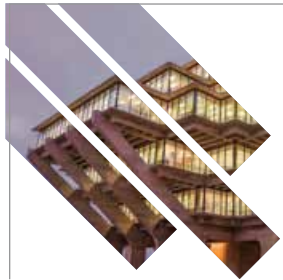
As a rule, each visual should be anchored in one of the four corners of your page layout, with one of the three tines of the trident centered in the corner.



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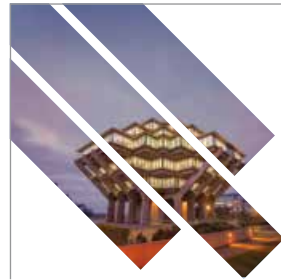
Cropping Images

When cropping imagery, be sure to provide enough context for the visual to be both recognizable and intriguing.



A GRAPHIC CROP

Showcases an intriguing part of Geisel Library without revealing the full spectacle.



NOT A GRAPHIC CROP

We see Geisel Library in its entirety, leaving no room for discovery.



RIGHT AMOUNT OF CONTEXT

Here, we see enough of the foreground to understand that the structure this person stands atop is the La Jolla Project.



TOO LITTLE CONTEXT

Sometimes tight crops don't provide enough context and the image loses meaning. Also be aware of placement of people and elements.

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"NON" WORDS OVERVIEW

Our campaign rallying cry is "Continue the nontraditon." Which means you'll be seeing a plethora of "non" words used across all campaign communications. Even in our headlines, "non" will always appear as lower case. To some people, "non" could imply something negative—but to us, "non" represents our unique, nonconventional way of viewing the world, which is always positive. The lowercasing can help alleviate some fear surrounding "non" words, while making us more approachable.

Horizontal "non"
type should always
be the same size.

Type set in
Brix Sans Bold

Continue the
nontradition.

"non" should always
appear in lowercase
and be lighter than
accompanying
headline text.

Headline is left aligned
with "non" outdented
to the left.

Main headline should
be a 100% tint of a
brand color or white.

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Type set in
Brix Sans Bold

When "non" is rotated,
use smaller type for
the surrounding words.

tradition

Continue the

non

Vertical "non" type
should always be
used larger and feel
more assertive.

"non" should always
appear in lowercase
and be lighter than
accompanying
headline text.

Main headline should be a
100% tint of a brand color or
white.

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"NON" WORDS USAGE

Here are some simple rules to help you become more familiar with how you should not use "non" words.

- **Do not** capitalize "non."
- **Do not** use "non" at 100% opacity of select color value of headline.
- **Use only** specified colors.
- **Do not** outline the type.
- **Do not** underline the "non" word.

"Continue the nontradition" is not the Campaign signature. Always include the signature on pieces that use "non" words.

Horizontal
"non" in text

**Continue the
nontradition.**

There's something very odd about our university. Just look around. Ever since our inception as an experimental campus, we've looked at the world through a different lens. Which comes in handy when your aspiration is to change the world. Of course, sheer determination and an insatiable curiosity alone aren't enough to keep 40,000 motivated

minds on track to advance humankind. Which is why the Campaign for UC San Diego relies on the generous support of like-minded friends to help us foster our current and future generations of world changers.
campaign.ucsd.edu

Vertical
"non" as
headline

Established 1960.

**non
established**

There's something very odd about our university. Just look around. Ever since our inception as an experimental campus, we've looked at the world through a different lens. Which comes in handy when your aspiration is to change the world. Of course, sheer determination and an insatiable curiosity alone

aren't enough to keep 40,000 motivated minds on track to advance humankind. Which is why the Campaign for UC San Diego relies on the generous support of like-minded friends to help us foster our current and future generations of world changers.
campaign.ucsd.edu

every year after.

The Campaign For
UC San Diego

